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Exceeding Expectations

Francis X. Joyce
Executive Director, MCCA

We at the Massachusetts Convention Center Authority are pleased that we met our commitment to the Massachusetts Legislature, to the people of the Commonwealth, and to meeting and convention planners nationwide: we opened Boston's new John B. Hynes Veterans Memorial Convention Center on time.

One thing to meet expectations. Quite another to *exceed* expectations. Here are some facts for you to consider:

Attendance at *every* event held at the Hynes during its first three months of operation has significantly exceeded its hosts' expectations.

Bookings for the first three years at the Hynes are well above previous projections.

The MASSMEETINGS Program, which generates qualified leads to all areas of Massachusetts, is producing more than six times the business originally projected.

These exceptional results are produced by a number of factors: the financial commitment of Governor Michael S. Dukakis and our Legislature in the promotion of the industry; hard work, and a great building in a beautiful city. We certainly can't take the credit. The Hynes would be a source of pride to any city in the country — it's state-of-the-art, functional and aesthetically pleasing, and large enough to host over 95 percent of all association events held in the U.S.

At the Hynes is *here*, in the heart of Boston — one of our nation's most desirable cities. Yes, the Hynes is a great building, but we never forget that the real product is the city of Boston and the attraction of Massachusetts.

On behalf of our hospitality industry, I invite the meeting and convention planners of America to hold their upcoming events at the Hynes.

On time, on budget

Hynes Opens, Hosts Dozens Of Events in 1st Quarter of '88

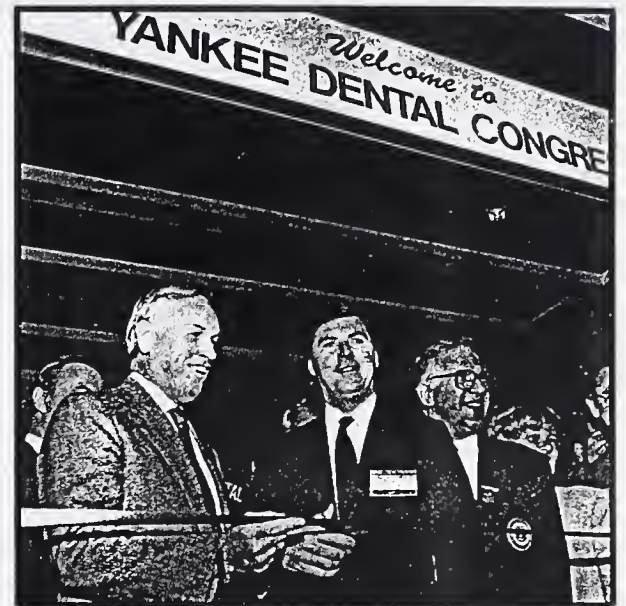
The Hynes Veterans Convention Center was opened on time. The ceremony was brief, understated. The first group was welcomed; a ribbon was cut.

Then the convention got underway. *Twenty thousand* people in four days visited the 2,000 exhibitors. The 1988 Yankee Dental Congress was an unparalleled success.

Business as usual at the Hynes.

A Successful Phased Opening

In a feat that amazed local observers and impressed national industry experts, Boston's John B. Hynes Veterans Memorial Convention Center opened January 21, 1988 — precisely when the Authority promised it would open. As owners and operators of the new facility, the Massachusetts Convention Center Authority (MCCA) faced many obstacles during the two years of planning and three years of construction that lead up to this moment. These obstacles have become stumbling blocks for many convention center construction projects around the country.



The ribbon is cut on January 21, 1988. (L - R): MCCA Chairman and State Treasurer Robert Q. Crane and Francis X. Joyce, MCCA Executive Director, perform the ritual along with happy members of the Massachusetts Dental Society: Dr. Warren Morgan, President; Michelle Whitehead, Director of Meeting Planning & Member Services; and Dr. Ronald Chaput, Secretary.

"Any construction project of this magnitude is subject to thousands of variables, many of which could cause serious delays," observes Francis X. Joyce, Executive Director of the MCCA.

see Opening, page 2

Construction Update

Plaza Level Completed Boston Symphony Concert Opens 2nd Level 5,000-Seat Auditorium


The pace hasn't slowed, but the tension has eased somewhat in the Hynes construction office. Ken Leach, Director of Project Engineering, has the look of a general who's won the major battles. The war's not quite over yet, but the tide has turned and victory is assured.

"We still have a lot of work to do," he assures us, but there's a lightness in his voice that hasn't been heard in three years. "I've always been confident that we'd be able to keep this project on track, but it certainly is a relief

to have made the first several hurdles. "We're still under a tight construction schedule, there's no doubt about it. But we haven't displaced a single group," Leach says. "We're proud of the fact that we haven't had to disappoint any of those groups."

Leach reports that all of level one is operational, with its two large exhibit halls, abundance of pre-function space and 13 meeting rooms. On level two, the multi-purpose auditorium is open, along with most of the 11 meeting

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Profile

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ing program of these organizations:

Massachusetts Convention Center Authority

Ernest A. Lucci, Director of Marketing, (617) 236-8168

Massachusetts Office of Travel & Tourism

Richard P. Rust, Director of Tourism, (617) 727-3205

Greater Boston Convention & Visitors Bureau

Robert E. Cumings, President, (617) 536-4100

Bristol County

Development Council

Mary H. Morss, Executive Director, (617) 997-1250

Cape Cod Chamber of Commerce

Michael J. Frucci, Executive Secretary, (617) 362-3225

Greater Springfield Convention & Visitors Bureau

Carol Kelleher, Executive Director, (413) 787-1548

Norchester County Convention & Visitors Bureau

Maureen Gardner, Executive Director, (617) 753-2920

encourage you to communicate directly with these organizations for specific information and assistance regarding booking events in their areas. The MASSMEETINGS regional sales people in Boston, Chicago, New York City, and Washington, D.C. work hand-in-hand with the member organizations back in Massachusetts.

SSMEETINGS is a unique concept in the meeting and convention industry.

While many cities have regional sales offices, there are no states that have regional sales offices like Massachusetts does.

SSMEETINGS offices:

Washington, D.C.

(202) 898-0909

Mark Broderick, Sr. V.P. of Sales

John Slattery, Regional V.P. of Sales

New York City

(212) 575-3140

Resa McMackin, Office Manager

Chicago

(312) 664-0676

John Ruppert, Regional V.P. of Sales

Boston

(617) 236-8171

Polyn Yee, Event Coordinator

Opening

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"The Hynes project has been a huge logistical puzzle. We're extremely pleased we got all the pieces put together on time.

"I must point out, however, that the puzzle is not completed yet. Some pieces of the upper two levels are still being put into place. But we decided it wouldn't make sense to keep the whole building closed just because levels two and three weren't completed. It was cost-effective to open the main level before the rest of the building. It was also what the local business community and our users desired."

The Yankee Dental Congress

"We did it!" was a phrase heard many times from the staff of the Massachusetts Dental Society as well as from the Hynes staff. The feelings of accomplishment and relief were mutual: the building opened on time and the convention unfolded flawlessly.



The main facade of the Hynes Veterans Convention Center faces Boylston Street, site of the final stretch of the Boston Marathon.

"Nervous? Of course I was nervous. But I was also confident that the Hynes folks would make good on their promise of opening the building on time," says Michelle Whitehead, Director of Meeting Planning & Member Services for the Massachusetts Dental Society.

"We held the largest convention in the Society's history in a brand new, untried building. We hosted thousands of dentists, hygienists, technicians and other guests, and we featured some 2,000 exhibitors. It could have been a nightmare, but instead it was a dream come true. The 1988 Yankee Dental Congress was an unqualified success.

"And we look forward to being regular users of the Hynes — for at least the

next 10 years," Whitehead adds.

The Yankee Dental Congress is a "home-based" meeting with a convention center next door." The proximity of Boston's major convention hotels to the Hynes creates an ideal environment for this type of event.



The Hynes' second event, ADSPPO (Advertising & Sales Promotion Show), was a great success, attracting thousands of advertising and communications professionals from around New England.

The four-day Yankee Dental Congress utilized about 50 meeting rooms per day in addition to the two exhibit halls on the Plaza Level of the Hynes. The 478 booths filled the 82,000 square feet of exhibit space on the Hynes' first level, plus several thousand additional square feet of prefunction space.

Whitehead was especially impressed with the layout of the Hynes space, which provided excellent flow throughout the show. "Every part of the hall was busy and active, which pleased exhibitors and participants alike."

Many Other Successful Events

The first quarter of 1988 has seen a variety of associations and corporations utilizing the facilities of the newly-opened Hynes. They include:

- American Association for the Advancement of Science
- Association for Supervision & Curriculum Development
- Grossman's
- National Council of Savings Institutions
- National Safety Council
- New England Advertising & Sales Promotion Show
- New England Healthcare Assembly
- Northeast Roofing Contractors Association

Activities have ranged from private trade shows for a few hundred, to exhibitions attended by several thousand.



The Hynes Makes Headlines

From *The Boston Globe* to *The New York Times*, Boston's new John B. Hynes Veterans Memorial Convention Center made the news. As the only major convention center open on time in over a decade, the Hynes is making the nation sit up and take a second look at Boston.

The Boston Herald, Friday, January 22, 1988

But don't take our word for it . . .

BUSINESS

Hynes Vets' Memorial opens wide

Dentists painlessly fill the hall for day of exhibits, ceremony

By DAVID CALLAWAY

DESPITE a couple of loose screws and a few wandering construction workers, the re-opening of the Hynes Veterans Memorial Convention Center yesterday went off without a hitch.

Most of the 17,000 dentists in town for the 13th annual Yankee Dental Congress — the new Hynes' first convention — seemed oblivious of the construction activity outside the exhibition hall.

"I thought it would be a lot more temporary-looking than it is, but it appears they really concentrated on the inside first," said Donald LeClair, a dentist from Beverly.

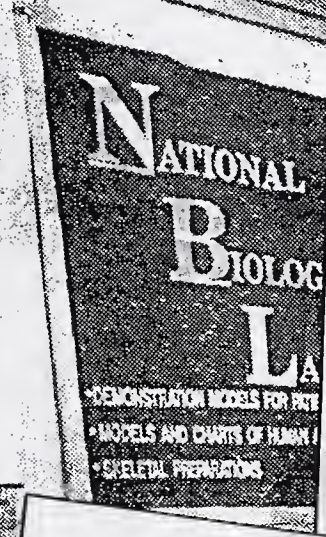
The ribbon barring guests from the exhibition area was ceremonially cut at 10 a.m. by Francis X. Joyce, executive director of the Hynes

Veterans Center, with encouragement from state Treasurer Robert Q. Crane and Dental Society President Dr. Warren Morgan. By early afternoon the exhibit was in full swing.

But the most startling aspect of the new center, many dentists said, was the increased amount of space.

The 860,000 square foot second level area dwarfed the Sheraton center, where the convention has been held the last two years, and is nearly triple the size of the Hynes before its renovation.

Compared to some of the others I've been to this is huge," said Jose Ramos, a 28-year-old dentist from Greenland, N.H. "I would say it is as good — if not better — than anything I have seen in New York City."



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BUSINESS

Hynes center a big hit on opening day

The Dental Congress, an annual regional meeting and trade show conducted by the Massachusetts Dental Society, marks the re-opening of the Hynes, which has been closed for 20 months for renovation.

"The city was having trouble accommodating the (Yankee Dental Congress) without the Hynes,"

said Robert Cummings, director of the Greater Boston Convention and Visitors Bureau.

Boston's visitor industry is hoping the new Hynes will help it double the number of conventioners that come to the city annually. Last year the number was 520,000, and the economic impact was put at a hefty \$593 million.

NATIONAL NEWS SATURDAY, JANUARY 23, 1988

By ALLAN R. GOLD
Special to The New York Times

BOSTON, Jan. 22 — There are 17,000 more dentists here this weekend than the city's mouths require. The Yankee Dental Congress is staging its 13th annual convention and the gathering is among the most important ever for Boston.

That is because the convention provides the first chance to show off the rebuilt John B. Hynes Veterans Memorial Convention Center, a \$200 million project.

Boston Business Journal

Building

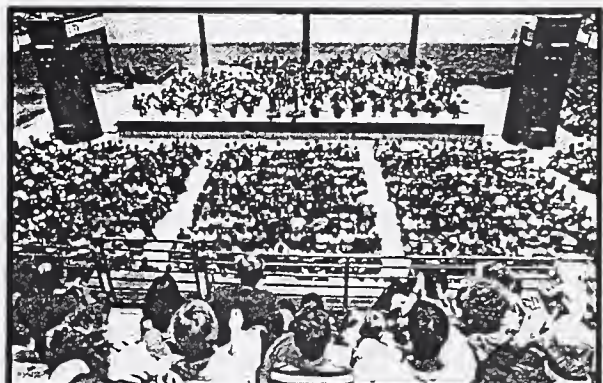
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rooms.

The building's exterior is nearly completed, and the Hynes' elegant Boylston Street facade can now be appreciated by the many Bostonians who pass by the building every day. Those with an eye for architectural detail have noted how well the building fits into its historic Back Bay neighborhood. Hynes architects Kallmann, McKinnell & Wood are to be congratulated for their foresight and sensitivity.

Elegance combined with functionality are hallmarks of Boston's new Hynes. "I think the Hynes achieves a balance that will be appreciated by every group that meets here," Leach comments. "Spacious exhibit halls with excellent flow patterns are located near numerous meeting rooms. Details such as brass figures, quality wainscoting and marble floors complete the picture.

"The workmanship is excellent throughout the building. From the brickwork and electrical wiring to the woodwork and painting — everything is top-notch."



The Boston Symphony was center stage during the very first event to use the Hynes' multi-purpose auditorium. The "Salute to Youth" concert filled the 5,000-seat auditorium. Symphony officials — who are used to the world-renowned Symphony Hall — praised the acoustics of the Hynes Auditorium.



Profile: Mark Broderick

Bringing Mass. to the Masses Via MASSMEETINGS

When most people think of Massachusetts representatives in Washington, D.C., they think of our Congressional delegation. But many meeting and convention planners think of Mark Broderick.

Broderick represents the Massachusetts meeting and convention industry in the nation's capital. As Senior Vice President of Sales, and Regional Offices Supervisor of the MASSMEETINGS Program, Broderick leads a sales and educational effort aimed at familiarizing meeting planners with the many features and benefits of the Bay State.

Broderick keeps in touch with happenings in Massachusetts through an extensive network of contacts. He works very closely with the senior staffs of the convention and visitors bureaus and chambers of commerce throughout the state. He is also in daily contact with the MCCA, which supervises the MASSMEETINGS Program.

Made in Massachusetts

Although based in Washington, D.C., Broderick reads the *Boston Globe* every

day before he reads the *Washington Post*. His roots are in Massachusetts, making him more familiar with the state than many current residents. He was born just outside Boston, and has lived in four different Massachusetts cities. He has also lived in several U.S. cities and Japan. Broderick is not unfamiliar with the travel industry.

A 10-year veteran of the hotel industry, Broderick spent six years in the Washington offices of a regional hotel, resort and convention bureau sales organization before joining MASSMEETINGS.

"I spent years selling destinations I'd never been to. It's much more enjoyable to represent a location you're intimately familiar with," Broderick observes. "The MASSMEETINGS concept is successful largely because it's a focused effort, not a shotgun approach. I can answer most meeting planners' questions from first-hand experience, not simply from having read promotional literature."

About MASSMEETINGS

Broderick supervises the four regional



Mark Broderick, MASSMEETINGS' Senior Vice President of Sales, and Regional Offices Supervisor.

offices of MASSMEETINGS, located in Boston, Chicago, New York City and Washington, D.C.

MASSMEETINGS is an organization that has instant access to all of the information meeting planners need to successfully plan their meetings in Massachusetts. The MASSMEETINGS regional sales people act as local representatives of the many Massachusetts organizations that are ready to service visitors to the state.

MASSMEETINGS is a cooperative mar-
see **Profile**, page 2

At Your Service

Hynes Forms Customer Service Center

Hello, Hynes Customer Service Center — how can I help you?"

From "Day-One" at the Hynes this phrase greeted convention planners and exhibitors. A full-time staff of three professionals was on hand to help make the Yankee Dental Congress the success that it was. The staff is growing as the building nears completion, and a staff of six will be on hand to help all future users of the Hynes.

"The MCCA's commitment to service extends from the moment a convention planner contemplates using the Hynes, and doesn't end when the event ends, because we know that continued service builds repeat business," says

Ernest A. Lucci, MCCA Director of Marketing. "We've patterned our Customer Service Center after those of many major hotels. And, in fact, most of our Customer Service professionals come from the hotel industry."

In addition to the Customer Service staff, which provides on-site assistance at the Hynes, the General Manager's staff of Event Coordinators serves convention planners throughout the planning stages of an event — from pre- to post-event activities.

Every group that books the Hynes is assigned an Event Coordinator. This Event Coordinator is available to answer questions, send literature and make suggestions to enhance the success of every event. He or she will learn the particulars of each event assigned

to him or her, and follow each group from the planning stages, through the event itself, to post-event evaluations.

"There will always be someone on hand that knows in detail the needs and wants of every group booked into the Hynes," Lucci says. "The Event Coordinators will ensure that nothing falls between the cracks. They view themselves as implementers and problem solvers. Their first job is to *anticipate* problems and prevent them from occurring as much as possible. Their second job is *handle* problems when they do arise.

"Everyone on the Hynes staff and the Customer Service staff is action-oriented. Our philosophy goes beyond a 'can-do' attitude; we have a 'will-do' attitude," Lucci concludes.

